

SIERRA MADRE NEWS

PUBLISHED WEEKLY

SIERRA MADRE, LOS ANGELES COUNTY, CALIFORNIA, FRIDAY, APRIL 6, 1917

VOL. XI, NO. 27

OLD TIME FLAG RAISING ARRANGED BY BOARD OF TRADE FOR SAT. APR. 10

APPEAL FOR THE COLORS

To the Citizens of Sierra Madre:

After a lapse of more than fifty years of peace and unbounded prosperity in our country, the Congress of the United States, by its action in declaring that a state of war exists, places upon every citizen an obligation of duty, love and reverence for the American Flag.

I trust and request that the Stars and Stripes will be displayed on every home and building in Sierra Madre, not because of gratification over war but because that flag will be our guidon in the effort to bring about an early peace.

Let us show our patriotic devotion to our Nation and our united desire to support our President.

LOUIS DIETZ,
President, Board of City Trustees.



With a regular old fashioned flag raising, Sierra Madre is to have a municipal flag pole from which the Stars and Stripes will fly regularly, thanks to a movement started at the Board of Trade meeting Monday night. Details are now being worked out by a special Board of Trade committee of which F. P. Sperry is chairman.

With military honors and patriotic speech making the flag raising ceremonies will take place on Saturday of next week, April 14th. The event promises to be one of the greatest in the history of Sierra Madre.

Militia Coming

President Ham of the Board of Trade and Chairman Sperry have received assurance that the Seventh Regiment, in camp at Arcadia, will come up for the occasion. The regiment will be accompanied by the regimental band and it is expected there will be an exhibition drill.

From Los Angeles there will be a company of about 75 Boy Scouts. They will perform some of their "stunts" in which they have attained a high state of proficiency.

Good Speaking

John Hart, son of Prof. J. J. Hart and formerly assistant district attorney of New York City will speak on recruiting and preparedness. It is expected that Judge Bledsoe and Lieut. Calhoun of the United States Navy will also speak. Music will be furnished by the Sierra Madre band.

How It Started

It all started in the Board of Trade meeting when G. C. Rodell, a new member but an old soldier of young enthusiasms, said he would like to see a public flag raising in Sierra Madre. "Why not?" was the immediate response in chorus.

"We ought to have a city flag flying all the time," said Mr. Rodell.

"Where will the money come from and how much will it cost?" asked some one.

"I'll give five dollars," said Mr. Rodell. Others said they would give five or two or some other sum and Secretary Hawks recorded \$45 as fast as he could write the names.

Make It Permanent

It was voted to appoint a committee to arrange for the flag raising as soon as arrangements could be made. President Ham appointed Messrs. Sperry, chair-

man, Pegler, Rodell, Osgood and Evans.

Some additional funds were raised next day as soon as the project could be presented to other citizens. Additional funds will be needed and subscriptions can be given to Mr. Sperry or Secretary Hawks.

It will be a 60-foot flag pole, painted and installed for permanence. It will be erected at the corner of Central and Baldwin. A large flag has been donated by C. J. Pegler.

Full details of the program will be printed in next week's News. It is expected that practically everybody in Sierra Madre will turn out for the occasion and announcements in the Los Angeles papers are expected to draw crowds from other places. So far as known this will be the first community to arrange such an event during the present wave of patriotic enthusiasm.

Mr. Sperry is trying to arrange free transportation for the Boy Scouts. In the event that it is impossible it will be necessary to transport the boys from Los Angeles by auto. Citizens who will be willing to help with their machines are asked to notify Mr. Sperry to call on them if necessary.

HOLD OPEN HOUSE AT RED CROSS ROOMS

On Flag Raising Day, the Red Cross Chapter will open the rooms to receive subscriptions for membership. It is hoped that the spirit of patriotism and reverence for the Flag, will instill into the minds of our people a desire to enlist their names on the roll of membership of the local Red Cross Association.

The First Aid Class took their second lesson last Monday evening. The members were very enthusiastic over the work under the able handling of Dr. L. L. Krebs.

RED CROSS LUNCH ON ELECTION DAY

The local chapter of the Red Cross will keep open house on the election day next Tuesday, April 10th, and will serve luncheon at the rate of 25 cents per plate. The Tea room will also be open during the afternoon as usual. Mrs. M. D. Welsher will make a large amount of delicious doughnuts which will be on sale that day. Orders for which may be given to Mrs. Louis Dietz.

Mrs. J. E. Fairbank of Los Angeles entertained on Thursday with a delightful luncheon honoring Mrs. J. T. Mason, who has recently returned from Honolulu after an absence of several months. Covers were laid for twenty.

WILD FLOWER SHOW AS ANNUAL FEATURE

Board of Trade Undertakes a Unique and Extensive Project

To make Sierra Madre famed for its wild flowers and to do away with the present uncouth appearance of the sidewalks and parkings, the Board of Trade at its Monday night meeting entered on a program of beautification which will be spread over a period of a year or more.

Plans will center around a "Poppy Day" when the world is to be invited to come and see a wonderful array of wild flowers and take as many as they please. Permanent plantings of wild flower seed will be arranged on such a scale that visitors to Sierra Madre will be impressed with the showing as an outstanding feature of our landscape, along with our matchless views.

These plans are the culmination of a long discussion on a number of phases of civic improvement. To put them into effect President Ham appointed the following committee: C. W. Jones, chairman, W. W. Felgate, G. B. Morgridge, W. C. Lynch Jr., and C. J. Pegler.

It is proposed to cultivate and plant poppy seed on the parkings of all the streets in town. In the city's Bailey Canyon Park it is proposed to sow a patch of several acres to wild flowers.

As an added inducement to visitors to come to Sierra Madre and to provide a park and picnic ground for our own people it was voted to ask the trustees to resume the improvement of the park by the expenditure of a fixed sum to be provided in the budget each year.

Support for Band

Discussion of the needs of the band resulted in a resolution in favor of providing at least \$200 in the city budget for support of the band as a public institution of great advertising value.

President Ham reported the addition of G. L. Kelly, F. P. Sperry and Robert Mitchell to the special committee on the extension of Huntington Drive.

MINIATURES SHOWN AT CONVENTION

An attractive exhibit at the convention of federal women's clubs at Santa Monica last week was a showing of miniatures from the brush of Miss Ella Shepard Bush of Sierra Madre. Her exquisite work attracted much favorable attention. Miss Bush has been very busy of late working on a number of miniatures and portraits which are pronounced most interesting by those who have had the privilege of seeing them.

MARRIAGE CEREMONY AT THE RECTORY

In the presence of their Los Angeles and Sierra Madre friends Mrs. Leola Wharton of Monroe, North Carolina, and Mr. Ben M. Lyon of Needles, Calif. were married at the Rectory by Rev. Dr. George H. Cornell, at 7:30 p. m., March 31.

The bride is one of N. Carolina's most charming and beautiful women, and the groom a highly respected citizen of Needles. An informal reception followed at the home of the groom's mother, Mrs. L. E. Lyon of 101 Auburn Avenue.

The Dickens Fellowship will meet with Mrs. C. H. Baker, 1080 Arden Road, Oak Knoll, Pasadena, on Wednesday, April the eleventh at 10 a. m. Members will please note the change in the hour.

EASTER SERVICES AT THE CHURCHES

Festival Will Be Observed With Special Music and Other Features

Unusual preparations have been made at the Episcopal Church for celebration of the "Queen of Festivals." The services of the day will begin with a celebration of the Holy Communion at 7:30 a. m. The Easter Festival of the Sunday School will take place at 9:45 a. m.

At 11 a. m. there will be a sermon and Holy Communion. The rector, Dr. George H. Cornell, will speak on "The Significance of the Empty Tomb."

The church will be decorated with flowers for the great festival and the vested choir of twenty voices will render music appropriate to the day. The offerings of the day will be for current expenses and for missions. Lecture on confirmation at 5 p. m.

A cordial invitation is extended to all.

The following program has been arranged by Mrs. Lucie Allison Loud, organist and choir director.

Invocation, Alphonse Mailly.
Kyrie, Mendelsohn.
Gloria Tibi, Anon.
Anthem. The Strife is O'er, Alfred Judson.
Sursam Corda; Sanctus, J. Camidge.
Gloria in Excelsis, Old Chant.
Nunc Dimittis, Harris.
Postlude.

Congregational Church

Rev. Dr. J. H. McLaren will preach both morning and evening at the Congregational Church on Easter Sunday. Dr. McLaren will also conduct the opening services of the Sunday School, taking the place of special Easter exercises by the children for which preparation was prevented by the recent epidemic.

There will be special music at the church services and the church will be appropriately decorated.

Members of the church are requested to remain for a special meeting after the morning service. The committee on pulpit supply will make a report.

INTERESTING SPEAKER FOR MEETING

On Friday the thirteenth at 2 p. m. in the Congregational church, there will be a most interesting program under the auspices of the W. C. T. U. Rev. Stephen Taft, Pres. of the Centenarian Club of Los Angeles, and a cousin of William Howard Taft will speak. His subject is, "How To Live To Be One Hundred Year Young and Grow Old Gracefully."

Mr. Taft is nearly ninety-two years old, "or young" and can speak with wisdom and convincing force. All people interested are invited; and especially those over seventy years young.

MISS CLARA M. LARJAR,
President.

MISSIONARY SOCIETY TUESDAY AFTERNOON

The missionary society of the Congregational Church will meet at the church Tuesday, April 10, at 2:30. Mrs. Jonromsky will be the speaker for the afternoon and her subject will be Russia in Europe and Russia in Los Angeles. Mrs. Jonromsky was born in Russia and educated in Moscow. The meeting promises to be an interesting one and all are cordially invited.

LIBRARY HAS MANY BOOKS OF ESPECIAL INTEREST TO MERCHANTS AND STUDENTS

Anybody who may think the Sierra Madre Public Library contains nothing but popular novels and highbrow literature, without any practical books for everyday business men ought to go and look over the fine collection of books on various phases of business.

The list includes the most authoritative books on various subjects. Some of them are as readable as romance.

In developing this department it was the idea of the library trustees to provide material which will be of benefit to all persons interested in business practice. Especially was consideration given to the needs of students, clerks and other young folk who wish to acquire a wider and more exact knowledge of many subjects than is obtainable in the ordinary experience of any one business establishment.

Varied Subjects

Among the recent acquisitions are the following titles, with brief notes on the contents:

Increasing Human Efficiency in Business, by Walter Dill Scott of Northwestern University. A book which has been pronounced invaluable to the ambitious worker and executive. Chapters treat of Possibilities, Imitation, Competition, Loyalty, Concentration, Wages, Pleasure, Love of the Game, Relaxation, Rate of Improvement, Practice plus Theory, Judgment formation, Habit formation.

Influencing Men in Business, by Walter Dill Scott treats of the psychology of argument and suggestion. Every one in business has something to sell, though not all business men are classed as salesmen. This is a standard work on salesmanship.

Salesmanship, by William Maxwell. Another excellent work on the same subject. Talks on Talking by Grenville Kleiser, formerly instructor in public speaking at the Yale Divinity School. An excellent little book for the general public interested in the subject, and for professional speakers as well. An excellent instruction book for personal guidance.

The American Office, by J. William Schulze, lecturer on office organization and management, New York Univ., School of Commerce. This is an elaborate work, showing in detail office practice and policies of the largest and most successful concerns in the country.

Business English and Correspondence, by Charles R. Barrett.

The Twelve Principles of Efficiency, by Harrington Emerson. Mr. Emerson was a pioneer in the work of reducing the study of business and industrial efficiency to the status of a science. This book gives the cream of his investigations.

The Theory and History of Banking, Charles F. Dunbar, late professor of political economy at Harvard.

Mercantile Credits, a series of practical lectures delivered before the Los Angeles Y. M. C. A. by leading bankers, jurists and business men and published by the Ronald Press of New York. Preface by Newman Es-sick, vice president of the California Savings and Commercial Bank. An excellent collection, with aid and encouragement to good judgment, legal knowledge

and understanding of human nature.

Economics of Business by Norris A. Brisco.

Modern Filing, a text book on office system by W. D. Wigent, manager of the Gregg School, Chicago; Burton D. Housel, instructor in filing, Rochester Business Institute; and E. Harry Gilman, Manager, system department, Y. & E. Mfg. Co.

The Private Secretary, by Edward Jones Kilduff, of N. Y. Univ. school of Commerce, Accounts and Finance.

Modern Business Methods, by W. P. Teller and Henry E. Brown. This is a practical book on every day business transactions, letter writing, accounts and statements, banking, notes, drafts, agencies, railroad and express business, contracts, partnerships, insurance etc.

FULL 7TH REGIMENT IN CAMP TOMORROW

All Companies Will Be Full To Minimum War Footing

By Saturday it is expected all companies of the 7th regiment will have been recruited to the minimum footing for federal service. As fast as they have been filled they have been sent to the camp at Santa Anita race course, and it is expected that the entire regiment will be on hand by the end of the week.

Many people from Sierra Madre have joined the thousands of sight seers who have journeyed to the camp this week. The tents of the encampment are plainly visible from Sierra Madre.

Veterans Recall Youth

As a large portion of the men in camp are new recruits, the drills have not assumed the character of regular army work yet. Some of the old veterans from Sierra Madre had the time of their lives watching the "rookies" going through their paces, recalling with glee their own experiences in '61.

As yet there has been no firing practice of any kind. One of the commanding officers said in fact that there was not a round of ammunition in camp. He said he would be afraid to give to most of the youngsters for fear they would shoot themselves.

RED CROSS VOLUNTEER LIST GROWS FAST

Call For Special Contributions Is Bringing Gratifying Response

The call for fifty volunteers to pay \$1.00 a month for one year has been increased by the addition of Mr. G. C. Rodell, Mrs. Mary Webster and Mr. M. D. Welsher, bringing the total up to 12. This includes a year's membership in the local chapter of the Red Cross. It is urgently requested that more names be sent in to fill up the list at an early date to meet the demands now being made on the organization.

The regular membership of the local chapter now numbers 217. The following names having been added during the last week: Miss Hilda Caley, Miss J. N. Baker, Mrs. Julia Henszey, Mrs. Florence B. Mitchell, Mr. Robert Mitchell, Mr. Taby Schlessinger and Miss Virginia Jones.

PROFESSIONAL CARDS

R. H. Mackerras, M. D.
Office 138 W. Central Ave.
Phone Main 53
Hours: Monday to Friday 1-3 p. m.
Saturday, 10-11 a. m.

LLOYD L. KREBS, M. D.
Residence—72 W. Alegria
Phone Main 111
Hours—11-12:30
Office, 4 N. Baldwin Main 60

GEORGE W. GROTH
Physician and Surgeon
Osteopath
Blue 144 N. Baldwin

ELLA SHEPARD BUSH
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223 West Laurel Avenue
Phone Green 41

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All Work Guaranteed.
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Lady Assistant
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P. E. TIME TABLE

Leave Los Angeles A. M.	Leave Sierra Madre A. M.
7:45	6:10
8:05	7:00
8:25	7:30
8:45	8:05
9:05	8:30
9:25	9:05
9:45	9:30
10:05	10:05
10:25	10:30
10:45	11:05
11:05	11:30
P. M.	P. M.
12:07	12:16
1:07	1:16
2:07	2:16
3:07	3:16
4:06	4:15
4:35	5:14
5:06	5:35
5:41	6:10
6:08	7:11
8:00	9:07
9:55	11:07
11:55	

† Via South Pasadena.
*Daily except Sunday.

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REAL ESTATE BARGAINS
FIRE INSURANCE
AUTO SERVICENotary Work at your home or my office, Baldwin and Central
S. R. G. TWYGCROSS

Green 2—Black 11

JITNEY SERVICE

To all parts of the city—15 cents

Call Green 85

PERSONAL
MENTION

Miss Myrtle Preston was the week end guest of her aunt Mrs. Celia Mark of Los Angeles.

Miss Marjorie Thomas of Los Angeles is spending her Easter Vacation with her aunt, Mrs. Howard Hill.

Miss Nina Kellogg is entertaining Miss Margaret McKee and Miss Nina Weld at Fern Lodge this week.

Mrs. L. Wharton of Monroe, North Carolina, spent last week end as the guest of Mrs. L. E. Lyon of N. Auburn Avenue.

Miss T. H. Graham has issued invitations for a "500" party to be given next Tuesday night at her home, "Italia Mia" in honor of Mrs. J. T. Mason.

Mr. and Mrs. W. P. Caley had as Sunday dinner guests Mr and Mrs. Frank Granger and Miss Gladys Granger of La Canada and Miss McQuiston of Pasadena.

The Sierra Madre Garage reports the sale of a Ford roadster to the Sierra Madre Telephone Company; also one to E. A. Hoffman. To J. D. Mackerras the delivery of an Oakland Six.

Mrs. M. D. Welsher was called to Monrovia last week by the death of her cousin Mrs. Frank Cornes. Funeral services were held on Friday. Mrs. Cornes leaves a husband and two sons, George of Honolulu, and Joyner of Monrovia.

Recent inquiries for property in Sierra Madre near the mountains has resulted in the sale by George Humphries of the Yarnell property, Piedmont Heights to Mrs. Edna J. Gordon of Los Angeles. Mrs. Gordon expects to make her home in Sierra Madre.

Mr. E. C. Carhart is spending a short time at Salt Lake City.

Miss Helen Dudley of Sierra Madre Villa is the guest of Miss Helen Sadler this week.

Ruth Michaelson of Santa Monica is the guest of Helene Seeley for a few days.

Mr. and Mrs. T. H. Flather left on Wednesday in their Chalmers Six for Sacramento for a several day's stay.

Mr. and Mrs. I. N. Tribble, Miss Verna Tribble and Mr. and Mrs. M. H. Clark motored to Long Beach on Sunday and spent the day.

Little Maxwell Mackerras who has been in the Pasadena Hospital for two weeks is improving rapidly and will soon be able to be brought home.

Tuesday evening Mrs. William Dennison entertained the Eleven and One Club and a number of other friends very pleasantly at her home on Santa Anita Court.

SCHOOL TRUSTEE
ELECTED TODAY

If you hurry you may be able to cast your vote today for school trustee, the annual election being in progress this afternoon at the school house. J. H. Wright is a candidate for reelection and is opposed by J. C. Dickson former trustee who was induced to allow his name to be used. Polls are open from 2 to 6 p. m.

SNEAK THIEVES AT WORK

In the absence of the family of J. C. Ragsdale on Thursday of last week their home on N. Grove was burglarized and a number of articles of jewelry were taken. The job was evidently done in broad daylight, probably between 12 and 2 p. m. The articles taken had a value of perhaps \$20 but included some things of considerable sentimental value.

MODERN DENTISTRY AT MODERATE PRICES

Do you really appreciate the Vital value of your dentist's services?

DOCTOR HAWKINS

Ten Years in Practice

Opposite Chamber of Commerce Building

130 E. Colorado St Pasadena Phone Fair Oaks 115

The Most
Convenient Way

If we do not carry the Tire or Tube that you use or want—We can and will supply your needs on very short notice through our order department. We carry practically all the best lines of Tires and Tubes

Sierra Madre Garage

MILTON STEINBERGER, Proprietor

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Goodyear Tire Service Station

Saturday Evening, April 7th

THE AMERICAN FILM COMPANY, Inc.
Presents

"OVERALLS"

From L. V. Jefferson's Popular Story of Romance and Thrills in a Railroad Construction Camp

Featuring

REA MITCHELL and WILLIAM STOWELL

In Five Acts

Woman's Club House

8:00 P. M. Adults 15c, Children 10

VISITING CROWDS SEE
WONDERFUL WISTARIA

About 2000 People Visit Scenic Point to See Vine at the Fennel Home

With an added growth of 50 feet or more during the past year the remarkable wistaria vine at the Scenic Point home of Mr. and Mrs. H. T. Fennel presented an aspect more beautiful than ever to the crowds who accepted the invitation to see it at its prime this week. On Saturday and Sunday about 1,500 people were present, and they have kept coming all week. A large proportion of the visitors were from out of town.

Reaching clear around the house and far into the trees beyond, the vine has a length of more than 200 feet. Its annual blooming time has come to be a sort of community festival.

Mr. and Mrs. Fennel, assisted by a number of ladies, showed charming hospitality to the visitors. Many of the latter who had travelled widely and had seen some of the famous vines of the world pronounced this the finest of all.

ACTIVITIES OF THE
WOMAN'S CLUB

The next meeting of the club will be held on Monday, April 9th and will be in charge of Mrs. W. J. Saunderson, Chairman of the Committee on History and Landmarks. Mrs. Saunderson has been successful in obtaining Mr. John Woods of Pasadena, and who is well known in Sierra Madre as a lecturer.

Mrs. L. E. Steinberger, who is chairman of the moving picture Committee wishes to announce to the patrons that the lamp has been put in good condition and a fine picture is promised for next Saturday. The pictures have been rather disappointing of late, but better ones have been assured us in the future. It is hoped that a large attendance will be out so as to enable the Club to demand good pictures.

The vacation cottage which is under the management of the Woman's Club has been occupied by different ones since September, and each one has been very grateful for the opportunity of enjoying a rest in such a pleasant way. The Club pays for the gas, electricity and water, and the only expense the occupant has is her food and laundering of the linen she uses while there. The idea is to give the working girl a chance to take a much needed rest without much expense. There are a few who do not know of this good work the Club is doing, and if any one cares to inspect the cottage it is on the southeast corner of Mt. Trail and Montecito Aves.

OLSEN-GOODWIN

Mr. and Mrs. Martin Olsen announce the marriage of their daughter Elida to Mr. John Goodwin in Chicago on Wednesday, April 4. Miss Olsen left for Chicago last week, arriving there on Saturday. The ceremony was held at the home of Mr. and Mrs. M. Stevens, formerly of Sierra Madre, Mrs. Stevens being a sister of the groom. The bride will have the good wishes of many people who appreciated her faithful service in the Sierra Madre Post Office for so many years, as well as of the older residents who have known her since childhood. The groom was also a resident of Sierra Madre while employed at the Stevens dairy some years ago and has many friends here. Mr. and Mrs. Goodwin will make their home in Chicago.

The Alfred Cooper place on E. Laurel Avenue has been sold by Andrews and Hawks to J. G. Hawks of Santa Monica who will make improvements and perhaps later make his residence in Sierra Madre.

Easter Greetings

FROM

NORRIS' CASH STORE

For Easter Sunday Morning Breakfast—

Swift's Premium Ham or Bacon, with a nice "Stack O' Wheats" made with "Teco Pancake Flour," prepared with powdered buttermilk and ready for use, the pkg. 13c 2 for 25c

SPECIALS FOR SATURDAY ONLY

Butter, the lb. .43
Eggs, the doz. .32
2 lb. Compound Shortening .35
Rolled Beef Roast, the lb. .19
Nice Lean Beef Pot Roast, the lb. .18
Hamburger, the lb. .18
Fresh Home made Pork Sausage, the lb. .20
Buy Oleomargarine and save a third on your Butter Bill the lb. .28

CASH BEATS CREDIT

PHONE BLACK 12

S. R. NORRIS, Proprietor of the

Sierra Madre Dept. Store

Special Offer in Woman's
Knit Underwear

THIS AD IS REAL MONEY

If presented at Sadler's not later than April 14

To introduce our big stock of woman's Knit Underwear we will allow a discount of 10% on all articles in this advertisement if this advertisement is presented at time of purchase.

Woman's Vests—Jersey Ribbed vests, low neck, no sleeve. 15, 20c
Swiss ribbed Vests, low neck, no sleeve. 25c
V neck vests, no sleeve, out size. 35c
Low neck, wing sleeve vest shaped. 39c
High neck, long sleeve summer weight. 39c
Swiss ribbed tube vests, regular size. 30, 35
out size. 39c

Womans' Pants, Knee or ankle length. 35 to 59c
Union Suits, tight knee or lace trimmed, low neck short or no sleeve. 65, 75
Union Suit, high neck, ankle. light weight. 75c
Union Suit, Italian silk bordice in pink or white. \$1.50

Cut this ad out—no discount allowed without it

J. F. Sadler & Co.

Sierra Madre, Cal.

Make Your Old
Straw Hat Like New

NU-HAT will bleach discolored white hats like new. COLORS in all shades for dyeing or renewing old hats. 25c

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CHRISTOPHER'S ICE CREAM

Phone Black 25.

Prompt Delivery Service

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Exchange 2

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PHONE BLACK 8

22 NORTH BALDWIN

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REAL ESTATE, LOANS AND INSURANCE

Four Close in Lots, 50x150 with curbs and side walk. Best buy in town.

A Bargain—5 room modern house, well furnished; 9 orange trees, shrubbery and flowers, improved street—Terms. \$1800.

Peoples' Hardware Store

In these days of uncertain prices the careful buyer can serve his interests well by coming to us for Hardware, Paints, Oils, Garden Tools or anything in the line of Plumbing.

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at our Fountain in serving Soft Drinks and Ice Cream. All spoons are sterilized. We aim to serve our goods as sanitary as possible.

We are agents for the
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Sander Drug Store

Phone Black 100

14 N. Baldwin (East Side)

POST OFFICE POINTERS—

Loss of registered mail is practically unknown. Every postal employee who handles it gives a receipt to the one from whom it is received and gets a receipt from the one to whom it is delivered. Responsibility is definitely fixed throughout. Any mailable article except fourth class parcel post may be registered for 10 cents in addition to postage.

George B. Morgridge, Postmaster

TRIBUTE TO MEMORY OF MISS DENISON

From the Ventura Daily Press is reprinted the following tribute to the late Miss Myrtle Denison, daughter of Mr. and Mrs. D. R. Denison of South Baldwin Avenue, together with a brief account of the funeral services which were held last Saturday:

The news of the death of this popular young woman, though not unexpected, caused intense sorrow among her many friends in this city. For many months she has been afflicted and more than year ago her parents gave up their home here to make a home for her at Sierra Madre, where it was thought the higher dryer climate would benefit her. Miss Denison was raised in this city and was a graduate of

the Ventura High School. Later she graduated from the State Normal School and at once became engaged in teaching. She taught in this city and then in Los Angeles. She was of a most charming disposition and up to the time of her affliction had always been strong and well. Her parents gave her every attention and all that medical skill could do was done for her.

Besides her mother and father, she leaves a brother, Roy C. Denison of Torrance, and a sister, Mrs. Fred Cassidy of Mound.

She was an honored member of the Order of the Eastern Star.

Many old time friends of the family, including schoolmates and associates of the deceased, attended the funeral services of

Two Days

If we could all follow the example of Robert J. Burdette's life we would be happier. He said there are two days of the week upon which and about which I never worry. Two carefree days, kept sacredly free from fear and apprehension.

One of these days is yesterday. Yesterday, with all its cares and frets, with all its pains and aches, all its faults and blunders, has passed forever beyond the reach of my recall. I cannot undo an act that I wrought; I cannot unsay a word that I said on yesterday. All that it holds of my life, of wrongs, regret and sorrows, is in the hands of the Mighty Love that can bring the honey out of the rock, and sweet waters out of the bitterest desert—that love that can make the wrong things right, that can turn weeping into laughter, that can give beauty for ashes, the garment of praise for the spirit of heaviness, joy of the morning for woe of the night. I have nothing to do with yesterday. It was mine; it is God's.

And the other day I do not worry about is tomorrow. Tomorrow with all its possibilities, adversities, its burdens, its perils, its large promise and poor performance, its failure and mistakes is far beyond the reach of my mastery as its dead sister, yesterday. It is a day of God's. Its sun will rise in roselate splendor or behind a mask of weeping clouds. But it will rise. Until then, the same love and patience that holds yesterday and held tomorrow, shining with tender promise into the heart of today. I have no possession in that unborn day of grace. All else is in the safe keeping of the infinite Love that holds for me the treasure of yesterday. Tomorrow—it is God's day. It will be mine.

There is left for myself then but one day of the week—today. Any man can fight the battles of today. Any woman can resist the temptations of today. O, friends, it is only when to the burdens and cares of today carefully measured out to us by the infinite wisdom and might that gives with them the promise, "As thy day, so shall thy strength be," we wilfully add the burdens of these two awful eternities—yesterday and tomorrow—such burdens as only the Almighty can sustain—that we break down.

Therefore I think, and I do, and I journey but one day at a time. That is the man's day. Nay, rather that is our day—God's and mine. And while faithfully and dutifully I run my course, and work my appointed task on that day of ours, God Almighty takes care of yesterday and tomorrow.

Miss Denison at the Methodist church in this city. Beautiful floral offerings expressed the love and respect of the people of this community for the deceased, as well as their sympathy for the bereaved family.

Rev. C. H. Laurence, in his sermon, paid eloquent tribute to the deceased, adding words of cheer and comfort to those who were nearest and dearest to her.

At the cemetery the impressive ritualistic services of the Order of the Eastern Star were conducted by Mrs. S. M. Wilson, Matron of Ventura Chapter, of which the deceased was a member.

CLERKSHIP ELECTION ON TUESDAY, APR. 10

Three Candidates Putting Up Pretty Race for Office

With only three days left before the special election on the city clerkship, the candidates are putting the finishing touches on their campaigns. All three have been making active personal campaigns and predictions of any one having a walk-away or being snowed under are regarded as idle talk by most observers. The candidates, in order in which their names appear on the ballot, are Edgar F. Ballou, Greer Caskey and Louis Dietz. All are competent so far as the work of the office is concerned and it is a matter of personal choice between the men.

News Liners

Want a Cook,
Want a Clerk,
Want a Partner,
Want a Situation,
Want a Servant Girl,
Want to sell a Piano,
Want to sell a Carriage,
Want to sell your Property,
Want Customers for Anything,
Want to find your lost dog,
Advertising brings new Customers,
Advertising keeps the old ones,
Advertising will insure success,
Advertising shows energy,
Advertising shows pluck,
Advertise in the News
Advertise or you Bust,
Advertise's right,
Advertise always,
Advertise now,
Phone Blk. 42

WATCH AND JEWELRY REPAIRING of all kinds neatly done. Music boxes and phonographs repaired. All work guaranteed. E. V. Wilson, Old gold and silver bought. Best prices paid. 21tf

POSITION WANTED—Young lady with hospital training desires position as nurse. \$12 per week. Green 72. 27-28*

FOR SALE—Distillate burner Petaluma brooder stove. Will take care of 1500 chickens or less. A bargain. For Sale—Mated Red Carneaux Pigeons, \$6.00 pair. Red Horse Shoe Poultry Farm. Black 1. 27

FOR SALE OR RENT—Eureka Vacuum Cleaner. Call up for demonstration. Red 30. 27

NURSERY TREES—Now is the best time to plant Avocadoes, Washington Navel, Valencia and Tangerine orange trees, Eureka Lemons and Pomeloes. All grown in Sierra Madre. Also line of Apple, Peach, Pear, Plum, Apricot, Fig, Nectarine, etc., at reduced prices. Call at 223 San Gabriel Court, or phone Black 49. C. B. Reas. 27

WANTED: Newspapers. Will pay 70c per 100lb, bundled flat. I. B. Goldberg, Black. 142. 9tf

WANTED—Young girl to assist with light housework and cooking. Small family. 37 N. Auburn. Red 125. 27

Best of Lem n trees 25c. Some Englehardt buds. Ray Taylor, Glendora, Calif. 23-26*

Sierra Madre

at the Foot of Mt. Wilson in Southern California

Some of the things that help make life worth living while in Sierra Madre—

Population 2000.
Fine car service.
Area 4 square miles.
Gas and Electricity.
Charming social life.
Incorporated in 1907.
Post office of third class.
Elevation 800 to 1400 feet.
Annual rainfall over 25 inches.
Express and Telegraph service.
A paradise for the nature lover.
Beautiful homes and room for more.
Minimum fogs, mud, frost and wind.
Up-to-date business houses, all lines.
Thirteen miles of fine tamped oil paving.
5-cent car fare to Pasadena High School.
Free municipal library with fine book list.
Well established and well housed churches.
Purest water supply and municipal system.
Finest school facilities for pupils of all grades.
Board of Trade at work for better community.
Telephone exchange connecting with all systems.
Charming and varied home sites, large and small.
Fine soil and climatic conditions for fruit and flowers.
Clubs and fraternal organizations for men and women.
Fine trails to the leading mountain resorts and beauty spots.
Matchless view of mountains and valley from all parts of town.

TO REACH SIERRA MADRE

Pacific Electric Station, 6th and Main, Los Angeles. The

By Trolley—Take Sierra Madre cars leaving hourly at scenic ride is the most beautiful on the Pacific Electric system. From Pasadena, take Lamanda Park car, change at El Camino.

By Auto—From Los Angeles by way of North Broadway and Huntington Drive to Colorado St., Santa Anita Ave. to Foothill Blvd. Turn north at Sierra Madre or Baldwin Ave. Or, take any route through Pasadena, then east on Colorado St., to Santa Anita Ave., then by Foothill Blvd., and Sierra Madre or Baldwin Ave.

Sierra Madre's peculiar charm has been felt and praised by nearly everyone who ever visited and lived here. Many factors combine to make the charm potent—the sense of exaltation in life on the heights; the inspiring view; the invigorating air, kept pure by the currents moving continually up and down the slope; the feeling of intimacy with the nearby mountains; the ease with which a love for outdoor life and recreation is gratified; the great variety of available homesites; the conveniences of the city with all the joys of life in the country.

It is as a home community that Sierra Madre claims pre-eminence. Here you can have a small house and lot, a larger place with fruit and garden plot, or a few acres with an orchard. Everything grows well here and Sierra Madre has suffered less from frost than any other community.

No community has a higher type of citizenship. Socially and morally Sierra Madre ranks high. There is a cosmopolitan population recruited from all over the world.

Sierra Madre has made rapid progress in the movement for civic beauty, with clean streets and beautiful homes and gardens. Public health is guarded scrupulously. The Board of Trade and city administration are constantly at work upon enterprises which promote the community welfare.

Best of All—Come and See Sierra Madre for Yourself

Four Routes East

SUNSET—through "Dixie Land" and the country of Evangeline—the most romantic Railway journey in America.

Two Daily Trains to New Orleans via Tucson, El Paso, San Antonio and Houston—Connections at New Orleans with Limited Trains North and East and with Southern Pacific Steamers for New York.

EL PASO—the "Golden State Route" through the Middle West. Two Daily Trains to Chicago and St. Louis via Tucson, El Paso and Kansas City—Connecting for all eastern points.

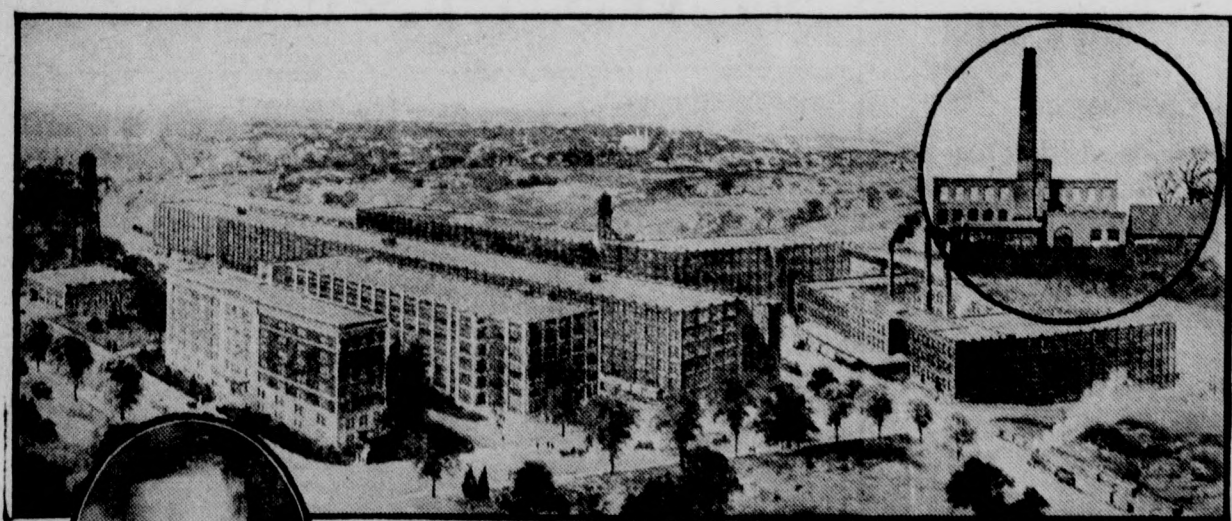
OGDEN—over the Sierras and the Great Salt Lake Cut-off. Four Daily Trains to Chicago via San Francisco, Ogden and Omaha, or Denver, Kansas City and St. Louis.

SHASTA—Over the "Road of a Thousand Wonders." Three Daily Trains to Portland, Tacoma and Seattle; Connecting with through trains to Chicago, St. Paul, Minneapolis and Montreal.

G. E. MESECAR
Agent Pacific Electric Railway
Phone Red 38

Southern Pacific

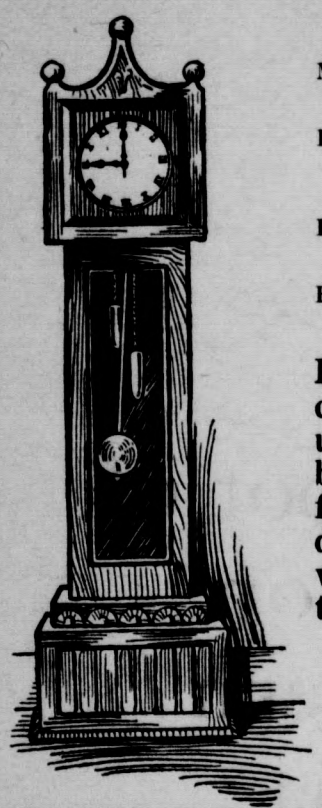
—See the Apache Trail of Arizona



The Fisk Rubber Company Plant, Chicopee Falls, Mass.

(Lower insert) Roy L. Sergeant, District Manager, Pacific Coast.
(Upper insert) Fisk Rubber Company, 15 years Ago.





GRANDFATHER'S CLOCK

My Grandfather's Clock was too tall for the shelf,
So it stood ninety years on the floor,
It was taller by half than the old man himself,
Though it weighed not a penny-weight more.
It was bought on the morn of the day he was born,
It was always his joy and pride
But it stopped short—never to go again
When the old man died.

Had Mr. Fraiberg been repairing clocks in those days, this verse, undoubtedly, would never have been written, for the old Grandfather's Clocks are his especial delight, and he has yet to see one which he cannot repair and make to run as well as ever.

First Class Work Guaranteed
FRANK FRAIBERG
Watchmaker, Jeweler, Piano Tuner
Phone Red 127

NOTICE OF FORECLOSURE SALE

Sheriff's Sale No. B43942
Order of Sale and Decree of Foreclosure and Sale
Carrie Louise Breath Mel, Plaintiff, vs. A. K. Merrow, Ada Mary Merrow, Franz Nelson, Frank Price, John Doe, Jane Doe, Frank Roe, and Mary Roe, Defendants.

Under and by virtue of an order of sale and decree of foreclosure and sale, issued out of the Superior Court of the County of Los Angeles, of the State of California, on the 7th day of March, A. D. 1917, in the above entitled action, wherein Carrie Louise Breath Mel, the above named plaintiff, obtained a judgment and decree of foreclosure and sale against A. K. Merrow, Ada Mary Merrow, et al., defendants, on the 1st day of March, A. D. 1917, for the sum of Eleven hundred ninety-seven and 39-100 (\$1197.39) Dollars, gold coin of the United States, which said decree was, on the 6th day of March, A. D. 1917, recorded in Judgment Book 385 of said Court, at page 180, I am commanded to sell all that certain lot, piece or parcel of land situate, lying and being in the city of Pasadena, County of Los Angeles, State of California, and bounded and described as follows:

The north eighteen (18) feet of lot nineteen (19) of C. M. and M. E. Parker's Subdivision of lot twelve (12) in Block "J" of the San Pasqual Tract, in the city of Pasadena, County of Los Angeles, State of California, as per map recorded in book 25, page 87, miscellaneous records of said County.

Also a strip of land ten (10) feet wide by eighteen (18) feet long, being the west half of the alley adjoining said portion on the east vacated, as per map recorded in book 54, page 3, said miscellaneous records.

Also a portion of the Replat of a part of C. M. and M. E. Parker's Subdivision of lot twelve (12) in block "J" of the San Pasqual Tract, in said city, county and state, as per map recorded in book 54, page 3, said miscellaneous records described as follows:

Beginning at a point in the west line of said subdivision one hundred eighty (180) feet south of the northwest corner thereof; thence south along said west line thirty-six (36) feet; thence east two hundred ten (210) feet; thence north thirty-six (36) feet; thence west two hundred ten (210) feet to the beginning.

Together with the tenements, hereditaments and appurtenances thereunto belonging or in anywise appertaining.

Public notice is hereby given, that, on Wednesday the 18th day of April, A.D. 1917, at 12 o'clock M. of that day, in front of the Court House door of the County of Los Angeles, Broadway entrance, I will, in obedience to said order of sale and decree of foreclosure and sale, sell the above described property, or so much thereof as may be necessary to satisfy said judgment, with interests and costs, etc., to the highest and best bidder, for cash gold coin of the United States.

Dated this 22nd day of March, 1917.
JNO. C. CLINE,
Sheriff of Los Angeles County.
By W. T. Osterholt, Deputy Sheriff.
Sargent & Cooke, Plaintiff's Attorney.
25-28

MISSION

POSTCARD

BOOKLETS

24 Sepia Pictures of the California Missions for 15c.
Can be mailed as a booklet or singly as postcards. You would pay 25c for them in Los Angeles. Only 15c at THE NEWS PRINTERY
By the Post Office

Sierra Madre Hand Laundry

NO TWO WASHINGS
DONE
IN SAME WATER

First Class Work
Guaranteed

ED WHEELER, Prop.
89 E. Montecito Tele. Red 62

THE SIERRA MADRE NEWS
GEORGE B. MORGRIDGE - Editor and Publisher
An Independent Newspaper devoted to the dissemination of local news and to the development of Sierra Madre
Published Every Friday
Subscription \$1.50 Yearly, in Advance
Single copies 5 cents; 50 cents a dozen
Entered as Second Class Matter at the Post Office at Sierra Madre, Cal.
OFFICES ROOM G, KERSTING PLACE, Opposite Pacific Electric Station.
Telephone Black 42 (Either System)
Official Newspaper of the City of Sierra Madre

EDITORIAL CHAT

FAITH

It seems one of the ironies of history that the greatest nation which has maintained peace during the European conflict should be making its declaration of hostilities just at the Saster season. To many people whose faith has been shaken during the past three years it is a shock and promises still further strain. But hope is engendered by recent happenings. The Russian Revolution with its new day for a large section of the world's population is like the promise at the Easter season. To many people whose faith has been hasten the end of the war and bring the permanent peace for which all the world has been praying. The spirit of the United States is not revenge or aggression, but reconstruction and mercy for all the world.

FORWARD

Divisions of opinion there may have been over the wisdom of the United States entering the war. But the die is cast and there will no division on the question of putting the best effort of the country into forcing the war to a speedy conclusion.

War is abhorrent to the historic spirit and present desire of our people. It has been forced upon them by a foreign nation. America enters with no thought of conquest or gain. Never did a nation enter a war with more unselfish motives. As President Wilson said, this country seeks nothing for itself which it does not concede to all mankind and every nation.

THE DIVISION IN CONGRESS

Sharp distinction should be drawn between the opposition to the war resolutions and to the attitude of the "little group of willful men" who obstructed action in the closing days of the last session of the senate. It was not their differing opinions for which that little group of senators deserved censure, but their refusal to allow an overwhelming majority even to express themselves.

In a government by majorities it is expected that there will be honest differences of opinion and the majority will usually be charitable toward the minority. The mistake of those senators in arbitrarily refusing to allow the majority to act has no parallel in the minority vote against the actual declaration of war.

ORANGE JUICE

California orange juice is fast becoming one of the country's most popular drinks. Its natural freshness and pure healthful and delicious qualities give it strong advantages over ordinary bottled pops, which, however, are more easily served. In the eastern states there are scores of stores in the large cities and seaside resorts that sell nothing but California orange juice. Oranges from other sources are rarely employed.

Three gallons of water and one quart of lemon juice are added to every gallon of orange juice. Thus commercial orange juice has opened a new outlet for both of California's most abundant citrus fruits. The advertising of the Exchange and the distribution of 400,000 orange juice extractors has greatly stimulated its popularity.

WHAT'S IN A NAME

Unbelievable as it might have been forty years ago, it is quite the common thing nowadays to find a whole set of Ingersoll's works in a good church member's pocket.

MODERN DIET FOR EPICURES

Don't forget that bean soup is nourishing as well as appetizing—if you can afford to buy a whole bean.

Menu architects will soon include a small portion of potato among the appetizers and recommend a whiff of onion for a rare dessert.

POOR OLD ULTIMATE CONSUMER

Christian Science Monitor:—Somebody who has had his eye on the United States food situation thinks he sees prospective relief in the fact that hens all over the country are beginning to lay. It is fairly obvious, however, that the hens will lay primarily for the and wholesaler and the commission merchant. The latter will lay for the ultimate consumer!

RIGHT, AT THAT

"For be it known that we may rightly write
Or say that 'that' that that man wrote was right;
Nay, e'en that that that, that 'that that' has followed;
Though six repeats, the grammar's rule has hallowed;
And that that that that that 'that that' began,
Repeated seven times is right, deny't if you can."

Natural Gas

WILL SOON BE HERE

Take advantage of the opportunity to reduce high cost of living by purchasing an

A-B

OR

Detroit Jewel

We are sole agents for these famous Gas Ranges and are prepared to deliver and connect at City Prices.

**Sierra Madre
Hardware Co.**

PHONE 98

"TARA GWIN" THE NATIONAL NON-ALCOHOLIC WINE

Is the only unfermented wine that meets the demand of the physical economy for a true stimulant. The large percentage of carbohydrate present in TARA GWIN is regulated to meet the demand of the myocardium and to re-establish and maintain the level of the sugar content of the blood. The nutritive and reconstructive effect coupled with its true stimulating property and action upon the overtaxed and impaired heart-musculature make this unfermented wine the standard national table drink and stimulant for social functions, and of the greatest possible benefit to both the young and aged.

TARA GWIN is prepared from the chemically pure extracts of the grape and other fruits. It is a concentrated brain and nerve food and tissue builder; it enriches the blood, regulates the circulation and is the best known preventive against tuberculosis, imparting great resisting power against this and other diseases. Tara Gwin is free from ingredients of a harmful or injurious nature, and may be safely taken by children of tender years, by the delicate student; it is particularly valuable to delicate young people and also to nursing mothers.

Tara Gwin is not a medicine, but a family non-alcoholic wine for the table and general use. Tara Gwin is recommended and prescribed by many leading physicians in the place of the false stimulants.

Tara Gwin may be ordered through your grocer or druggist, or directly from the NATIONAL NON-ALCOHOLIC WINES, LTD., Mt. Tara Springs, Sierra Madre, California.

\$1.00 Per Bottle—

—\$11.50 Per Dozen

Advertisement

FIFTH SEASON

Mission Play

AT SAN GABRIEL—
NOW PLAYING.

Performance each afternoon 2:15
Wednesday and Saturday nights
at 8:15

MR. TYRONE POWER
in the leading role of "Fray
Junipero Serra."

Miss Lucretia Del Valle
will resume her historic role of
"Senora Josefa Yorba."

Tickets and reservations at Information Bureau, Main Street Station, Los Angeles.

Pacific Electric Railway

G. E. MESECAR, Agent, Sierra Madre, Cal.

SATISFACTION CREATES SUCCESS

Our aim is to give each patron quality work, accommodating service and a better result than home work. Unremitting effort is expended along these lines and on this basis we respectfully solicit your patronage.

MONROVIA LAUNDRY CO.

Sierra Madre Phone Green 85 Monrovia, Cal.

NEWS LINERS PAY

DOGS FORCE FOOD PRICES TO SOAR

London. —Thousands of dogs are helping to keep up the high cost of eating in this country by figuratively snatching from the mouths of humans, pound steaks, mutton chops and other expensive things. This was brought out in parliament the other day when it became known that steps were being taken to "reduce" the 2,000,000 dogs that inhabit the British Isles. The result was a protest from alarmed dog lovers and a chorus of approval by dog haters. Newspapers have been flooded with letters from both camps.

The suggestion of the government to raise the dog tax from \$1.50 to \$5 is one of the proposed steps to "reduce the dogs." But it is pointed out that the breeder and well to do owner will not be deterred by an increased tax. In favor of the dogs, it is declared that dogs were never more useful than today. The head of a London dog home says he gets more requests

for dogs than in peace time—so many women are nervous now that their husbands are in the army and they buy dogs to guard their homes. He says that to forbid dog keeping as a form of wasteful extravagance would cost more in human happiness than it would save in human food.

"The really best dogs, like 'all the best people,'" says the Daily Mail, "eat simple food. A good house dog in a well ordered household may be kept in perfect health at an infinitesimal cost. It is the utterly useless dog with no merit but pedigree and no part in life but to be pampered that develops fastidious and extravagant tastes and becomes a nuisance at home and in the street, in the hotels and in railway trains."

But it appears certain that whatever other breeds may be affected by the threatened reduction of licenses, the British bulldog's place is secure. In defense of the bulldog it is stated that he is not an expensive luxury; that he will eat almost anything and only requires one good meal a day.—Daily Press.